MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/2018

BMR 3164 – BRAND MANAGEMENT

(All sections / Groups)

17th March 2018
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 1 page with 5 Questions only.
2. Attempt ALL questions in SECTION A and ONE question in SECTION B. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please print all your answers in the Answer Booklet provided.

SECTION A. ANSWER ALL QUESTIONS IN THIS SECTION

Question 1

a. Briefly discuss the meanings of brand from the perspective of American Marketing Association (AMA) and Keller (the text book author that you are using for this subject).
(10 Marks)

b. List and briefly explain FIVE factors that contribute to the difficulty in managing brands.
(15 Marks)
(Total: 25 Marks)

Question 2

Point of parity (POP) and point of difference (POD) are important concepts that makes a brand.

a. What are these POP and POD? Use relevant examples and briefly discuss how you will use these concepts.
(20 Marks)

b. POP and POD are used in brand positioning activities. Is this true? (Briefly explain your answer)
(5 Marks)
(Total: 25 Marks)

Question 3

a. Briefly explain the concept of brand resonance.
(5 Marks)

b. Using appropriate examples, explain how brand resonance could be achieved.
(20 Marks)
(Total: 25 Marks)

SECTION B. ANSWER ONLY ONE QUESTION IN THIS SECTION

Question 4

Briefly explain the meaning of brand extension and discuss how the brand extension exercise could be made successful.
(25 Marks)

Question 5

a. The company that you work with has just introduced a new product. Instead of designing a stand-alone brand, the marketing manager decided to have a secondary association for the brand. Why is this so?
(10 Marks)

b. Referring to Question 5 a. above, discuss three ways in which secondary association could be leveraged.
(15 Marks)
(Total: 25 Mark)

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